

IN THE CLAIMS

Please amend claims 1 and 9 as indicated below.

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

Claim 1 (currently amended) An e commerce catalog system capable of offering a plurality of products for a vendor to prospective customers, comprising:

a memory unit for storing a computer program for offering a plurality of products for a vendor to prospective customers; and

a processor coupled to said memory unit, wherein said processor, responsive to said computer program, comprises:

circuitry for providing a master targeted product set of selected products that is not to be available to non targeted customers;

circuitry for providing a targeted product set for a targeted customer;
and

circuitry for providing a non targeted product set available to targeted customers;

wherein said non targeted product set is available to public customers;

wherein said catalog presents views of products from targeted product sets to respective targeted customers;

wherein said catalog presents a view of products from non targeted product sets to targeted customers;

wherein said catalog presents a view of products from non targeted product sets to public customers;

wherein said master targeted product set is determined in accordance with terms and conditions of trading agreements between said vendor and said targeted customers; and

wherein each said targeted product set is determined in accordance with the terms and conditions of a trading agreement between said vendor and a respective targeted customer.

Claims 2-8 (cancelled)

Claim 9 (currently amended) A computer implemented method of providing an e commerce catalog capable of offering a plurality of products for a vendor to prospective customers, comprising the steps of:

providing for said catalog a master targeted product set of selected products that is not to be available to non targeted customers;

providing for said catalog a targeted product set for a targeted customer; and

providing for said catalog a non targeted product set available to targeted customers;

wherein said non targeted product set is made available to public customers;

wherein said catalog presents views of products from targeted product sets to respective targeted customers;

wherein said catalog presents a view of products from non targeted product sets to targeted customers;

wherein said catalog presents a view of products from non targeted product sets to public customers;

wherein said master targeted product set is determined in accordance with terms and conditions of trading agreements between said vendor and said targeted customers; and

wherein each said targeted product set is determined in accordance with the terms and conditions of a trading agreement between said vendor and a respective targeted customer.

Claims 10-11 (cancelled)

Claim 12 (previously presented) A computer program product for implementing an e commerce catalog, capable of offering a plurality of products for a vendor to prospective customers said computer program product comprising a computer usable

medium having computer readable program code means embodied in said medium, and comprising computer readable program code means for providing:

 a master targeted product set of selected products that is not to be available to non targeted customers;

 a targeted product set for a respective targeted customer; and

 a non targeted product set available to targeted customer;

 wherein said non targeted product set is made available to public customers;

 wherein said catalog presents views of products from targeted product sets to respective targeted customers;

 wherein said catalog presents a view of products from non targeted product sets to targeted customers;

 wherein said catalog presents a view of products from non targeted product sets to public customers;

 wherein said master targeted product set is determined in accordance with terms and conditions of trading agreements between said vendor and said targeted customers; and

 wherein each said targeted product set is determined in accordance with the terms and conditions of a trading agreement between said vendor and a respective targeted customer.

Claims 13-20 (cancelled)